
AMENDMENTS

Please amend the claims as indicated below. The language being added is underlined (“ ”), and the language being deleted contains strikethrough (“~~—~~”).

1. (currently amended) A method, at least partially implemented via a computer,
for using a weighted model to conduct a propensity study, comprising the steps
of:
 - (a) creating a model;
 - (b) calculating a score for a plurality of individuals based on survey information
requested from the plurality of individuals and the model, wherein the score
indicates a propensity to have a particular attitude, behavior or demographic; and
 - (c) wherein the model sets forth a plurality of characteristics and a weight of each of
the characteristics for calculating the score.
2. (original) The method as recited in claim 1, and further comprising the step
of compiling the individuals and the associated score.
3. (currently amended) The method as recited in claim 2, and further comprising
the step of sorting the individuals ~~in the~~ in a list based on the score.

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4. (currently amended) The method as recited in claim 3, wherein the individuals are sorted on the list by a ranking ~~the same~~.
5. (original) The method as recited in claim 1, wherein the model is created using individual information including information stored in a database.
6. (original) The method as recited in claim 5, wherein the individual information includes credit card information.

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7. (currently amended) A computer program product embodied in a computer readable medium for using a weighted model to conduct a propensity, study, comprising:
- (a) computer code for creating a model;
 - (b) computer code for calculating a score for a plurality of individuals based on survey information requested from the plurality of individuals and the model, wherein the score indicates a propensity to have a particular attitude, behavior or demographic; and
 - (c) wherein the model sets forth a plurality of characteristics and a weight of each of the characteristics for calculating the score.
8. (original) The computer program product as recited in claim 7, and further comprising computer code for compiling the individuals and the associated score.
9. (currently amended) The computer program product as recited in claim 8, and further comprising computer code for sorting the individuals ~~on the~~ in a list based on the score.
10. (currently amended) The computer program product as recited in claim 9, wherein the individuals are sorted on the list by a ranking ~~the same~~.

11. (original) The computer program product as recited in claim 7, wherein the model is created using individual information including information stored in a database.
12. (original) The computer program product as recited in claim 11, wherein the individual information includes credit card information.
13. (currently amended) A system for using a weighted model to conduct a propensity study, comprising at least one processing unit for implementing:
 - (a) logic for creating a model;
 - (b) logic for calculating a score for a plurality of individuals based on survey information requested from the plurality of individuals and the model, wherein the score indicates a propensity to have a particular attitude, behavior or demographic; and
 - (c) wherein the model sets forth a plurality of characteristics and a weight of each of the characteristics for calculating the score.
14. (original) The system recited in claim 13, and further comprising the logic for compiling the individuals and the associated score.

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15. (currently amended) The system as recited in claim 14, and further comprising logic for sorting the individuals ~~on the~~ in a list based on the score.
16. (currently amended) The system as recited in claim 15, wherein the individuals are sorted on the list by a ranking ~~the same~~.
17. (original) The system as recited in claim 13, wherein the model is created using individual information including information stored in a database.
18. (original) The system as recited in claim 17, wherein the individual information includes credit card information.